

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, AUGUST 19, 2010  
7:00 PM

(This meeting was held at the Hawthorn Suites conference room, 1628 Webster Street.)

1. CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:07 p.m.

Present: Chair Bonta. Commission Members: Breuer, Dahlberg, Harrison (arrived at 7:11 p.m.), McKean, Reeves, and Ryan

Absent: Commission Members: Lindsey

Vacancies: (1)

Staff: Leslie Little, Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of March 18, 2010

Motion (Dahlberg), seconded, and unanimous to approve the minutes of the Regular Meeting of March 18, 2010 as submitted.

2.b. Minutes of the Regular Meeting of April 15, 2010

Motion (Dahlberg), seconded, and unanimous to approve the minutes of the Regular Meeting of April 15, 2010 as submitted.

2.c. Minutes of the Regular Meeting of May 20, 2010

Motion (Dahlberg) and seconded to approve the minutes as submitted. Discussion followed. The Chair noted the need for a correction towards the bottom of page 2 regarding the amount of commercial square footage proposed in SunCal's modified optional entitlement application. The correction would show that SunCal was proposing an additional 1 million sf over the 3.5 million sf originally proposed in the initiative entitlement application. The Chair asked the maker of the motion if he would amend his motion to approve the minutes as corrected. Commission Member Dahlberg agreed. The motion was seconded and passed unanimously.

2.d. Minutes of the Special Meeting of July 15, 2010

Motion (Dahlberg), seconded, and unanimous to approve the minutes of the Special Meeting of July 15, 2010 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

- Kathy Moehring, Executive Director of the West Alameda Business Association, thanked the EDC for participating in last month's Webster Street Visioning process.

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Alameda Point Update by Deputy City Manager

The presentation was made by Deputy City Manager Jennifer Ott (DCM).

- ARRA will receive a presentation on September 1 regarding moving forward with stakeholder meetings with a new team in order to develop a new vision.
- The Chair asked about a meeting schedule. The DCM responded that the September 1 presentation was about broad concepts as opposed to a fixed schedule. Staff will come back with a much more detailed plan with a schedule and budget.
- Commission Member Dahlberg cited the 2001 Alameda Point Community Partners and asked if we were going to do that again. The DCM responded that the City Council has given direction to consider a number of options including finding a new master developer or perhaps a more staff-led entitlement process.
- Commission Member Dahlberg asked who is leading our negotiations with the Navy. The DCM responded no one yet but if needed, would be the Interim City Manager or herself. She added that the City meets with the Navy every two weeks to discuss leasing issues.
- Commission Member Reeves asked if the Navy has reacted to SunCal's departure. The DCM responded that the Navy's attitude is "Let's talk next steps." They want to move along. There have been various tours provided recently to representatives of the Navy and other federal agencies.
- Commission Member Reeves asked about clean-up. The DCM responded that a couple of the sites are very contaminated and the

clean-up will take years (2018-19); however, most of the sites will be done by 2014-15.

- The Chair asked if we have all options on the table. The DCM responded that a number are being considered.
- The Chair asked if we don't work with another master developer, what would the financial mechanism be. The DCM responded that this would be touched upon at the September 1 ARRA presentation. There are various sources of regional funds, grants, and tax credits.
- Commission Member Reeves asked about redevelopment funds. The DCM responded that there would be very little funds from APIP – just enough to make the pass-through payments.
- Commission Member McKean asked if these funds would be available to a master developer. The DCM responded yes, that we would be looking at all of these.
- The Chair asked about borrowing against lease revenues as a source of funding. The DCM responded that we would be using lease revenues but not borrowing against them.
- The Chair asked about the role of the Preferred Development Concept, which had been prepared when APCP was still the master developer. The DCM responded that the City would review that plan and other previous plans and policies – even the 1996 Community Reuse Plan, which had a more economic development focus.

Public speaker: Bill Smith of the Sierra Club and Renewed Hope Housing Advocates stated that Alameda is vulnerable when it comes to housing and that could have an impact on getting MTC funding.

This item was provided for information, only; no EDC action was requested.

#### 6.b. VF Outdoor Project Briefing

Copies of the PowerPoint presentation prepared by the Planning Division were distributed prior to the meeting. Mr. Fonstein recapped the staff report and exhibits. The Planning Board and City Council reviewed and approved the VF proposal on August 26 and 27 respectively. A groundbreaking ceremony is planned for October. VF is currently moving employees of its Lucy division from Oregon to Harbor Bay Business Park. Space is being leased at Harbor Bay while the project is under construction.

The DCM noted the following:

- This project will not generate truck traffic, as there will be no manufacturing or retail.

- The City will not be providing any upfront funds for this project; this is just a rebate agreement (in response to a question by Commission Member Reeves).
- There are no set standards for projects like these – these deals need to be customized and there needs to be flexibility (in response to a question by the Chair).
- Regarding the possibility of projects like this for Alameda Point, the City is exploring options regarding whether or not to bring in a new master developer as well as options for site-specific deals. Ms. Little added that Alameda Point would need public assistance to overcome impediments to development (in response to a question by Commission Member Harrison).
- Regarding the potential impacts of long term deals on a future master developer at Alameda Point, the DCM stated that the City will carefully look at buildings for potential long term leases, as we don't want to create long term deals that we have to buy our way out of (in response to a question by Commission Member Harrison).
- The Chair cited the VF deal as an example of successful business attraction and asked what were the teaching points for the future. Ms. Little stated that every deal is different. We have good relationships with local developers, e.g., Marina Village and Harbor Bay Business Park. In regard to Alameda Point or other areas, are there priority sites that we can take further in the process or eliminate constraints. Access is easier in Alameda than in big cities like Oakland. Alameda was competing with finished sites in other communities but VF took a risk. The DCM noted that at the City Council meeting, the VF CEO had cited Alameda's safety as a major factor in their decision. Ms. Little noted that we have our own power company and we are more competitive than PG&E. Mr. Fonstein noted that Alameda has a flat organizational structure that fosters good communication within the City.
- The Chair asked how we can leverage this success to bring in more business. Ms. Little responded that the visibility of this deal will attract others. She added that we visit companies and ask them who their suppliers are so we can go after these companies. We need to rely on our relationships with these companies and they will feed information to us. We use a combination of visits and calls, which is effective. Most of our job growth comes from existing companies.
- Commission Member Harrison cited the East Bay Green Corridor partnership and Ms. Little agreed that this will yield great things.

This item was provided for information, only; no EDC action was requested.

6.c. Nomination of Officers for 2010-11

Nominations for Chair:

- Bonta (nominated by Harrison)
- Breuer (nominated by Dahlberg)

Nominations for Vice Chair:

- Harrison (nominated by Bonta)
- Reeves (nominated by Breuer)

The election of officers is scheduled for the September 16 Regular Meeting.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

No new items were added to the list.

8.b. Redevelopment Magazine

Economic Development Director Leslie Little noted that page 3 contained information regarding the Proposition 22 campaign.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Mr. Fonstein reported on the following:

- Economic Development and Argosy University will host a business workshop in October regarding social networking.
- Jon Haveman of Beacon Economics will give the annual East Bay Economic Forecast presentation at the Alameda Elks Lodge on September 30.
- The Webster Street wine walk is scheduled for September 29. Ms. Little explained the wine walk concept and also discussed special events plans for December in the business districts. She also discussed improvements to the City website that are planned for this fall.

At this time, the Chair opened the floor to additional public speakers:

- Rosemary McNally announced that the citizens' group Moving Forward at Alameda Point will be holding its second meeting on Thursday, August 26 at Michaan's Theatre by the Bay. Representatives from other military bases will be in attendance.

The meetings are recorded and an e-mail contact list is being created.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:45 p.m.

Respectfully submitted,

Rosemary Valeska  
EDC Recording Secretary

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